

(e) The Delhi Police has reported that only in one case ransom amounting to Rs. 2 lakh was paid.

(f) and (g). In 131 cases, kidnappers could not be arrested despite all-out efforts.

(h) Among the measures taken are increased patrolling, close watch over the criminals, proper investigation of reported cases and selective offer of rewards.

New Telecom Policy

*52. SHRI SANAT KUMAR MANDAL: Will the Minister of COMMUNICATIONS be pleased to state:

(a) the action proposed to be taken on the Athreya Committee Report; and

(b) the steps the Government propose to take on the reports submitted by six panel appointed to look into the question of formulating a new telecom policy?

THE MINISTER OF STATE OF THE MINISTRY OF COMMUNICATIONS (SHRI RAJESH PILOT): (a) Sir, the Athreya Committee's Report is under active consideration of the Government.

(b). The new Telecom Policy is being formulated separately. No formal panels have been constituted for the same.

[Translation]

Rules and Regulations to Broadcast/ Telecast Advertisements

*53. SHRI SANTOSH KUMAR GANGWAR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there are any rules and regulations regarding the broadcast/telecast

of advertisements of different items on Radio/Doordarshan;

(b) if so, the details thereof; and

(c) whether the Government propose to ban such advertisements as have an adverse effect on children?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUMARI GIRIJA VYAS): (a) to (c). Yes, Sir, there are commercial code. The relevant portions relating to children which have built-in safeguards to deal with such advertisements are shown in the statement attached.

STATEMENT

All India Radio Code

Advertising & Children

18. No advertisement for a product or service shall be accepted if it suggests in any way that unless the children themselves buy or encourage other people to buy the products or services, they will be failing in their duty or lacking in loyalty to any person or organisation.

19. No advertisement shall be accepted which leads children to believe that if they do not own or use the product advertised they will be inferior in some way to other children or that they are liable to be condemned or ridiculed for not owning or using it.

Doordarshan Code

Advertising & Children

22. No advertisement for a product or service shall be accepted if it suggests in any way that unless the children themselves buy or encourage other people to buy the products or services, they will be failing in their